

**Subject:** RE: Heather Lemmon Fwd: 10/30 - October Fest at the farmers' market (9-2pm)

**From:** Donald Duckworth <duckworth.donald@gmail.com>

**Date:** 10/05/2016 05:08 PM

**To:** Miki Payne <Miki@hbdrollinger.com>

**CC:** Les Watt <les@blacktievalet.com>, Cynthia Rogers <westchester.cfm@gmail.com>

I agree.

On Oct 5, 2016 4:56 PM, "Miki Payne" <[Miki@hbdrollinger.com](mailto:Miki@hbdrollinger.com)> wrote:

Cynthia,

You're doing great Cynthia. Your Board consists of Don, Les and Karen. To the best of my knowledge they are happy with your plans for Pumpkin FM.

Hugs

m

Miki Payne  
Operations Manager  
**Drollinger**  
P R O P E R T I E S  
8929 S. Sepulveda Blvd.  
Suite 130  
Los Angeles, CA 90045  
(310) 417-8048 Ext. 15

**From:** Cynthia Rogers [mailto:[westchester.cfm@gmail.com](mailto:westchester.cfm@gmail.com)]

**Sent:** Wednesday, October 05, 2016 3:32 PM

**To:** Miki Payne; Donald Duckworth

**Cc:** Les Watt

**Subject:** Heather Lemmon Fwd: 10/30 - October Fest at the farmers' market (9-2pm)

Hi all,

Per below, just wanted to loop you in case it becomes relevant with your connect/board meets with Heather. Per below are my emailings with Heather ...following up and just keeping her posted ...not sure how pleased or not she is with the market n how things are shaking out for October Fest ...I'll keep at it though and hopefully she'll be onboard ..still have 3 weeks before halloween fun and onward! Busy day today ...fired up for Sunday,

Always here between,

Best,

Cynthia

----- Forwarded message -----

From: **Cynthia Rogers** <[westchester.cfm@gmail.com](mailto:westchester.cfm@gmail.com)>

Date: Tue, Oct 4, 2016 at 2:21 PM

Subject: Re: 10/30 - October Fest at the farmers' market (9-2pm)

To: Heather Lemmon <[iselpdr@gmail.com](mailto:iselpdr@gmail.com)>

Nope, no door hanger for right now. The cost is around \$3000 for the door hanger and it was decided that we should be strategic with the pacing of the marketing dollars. Perhaps for later in the Fall but definitely in the new year when we head into the robust/reboot of the market in the early Spring. We do though have the market ads for next 10 months along with everything else,

Best,

Cynthia

On Tue, Oct 4, 2016 at 2:17 PM, Heather Lemmon <[iselpdr@gmail.com](mailto:iselpdr@gmail.com)> wrote:

No door hanger?

Best Regards,

Heather Lemmon R.N.  
"Your Realtor's for Life"  
Team Westbluff Realty  
Silicon Beach Property Management  
8601 Lincoln Blvd. Ste. 2-194  
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BRE#01928808/00939812  
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[www.westbluffrealty.com](http://www.westbluffrealty.com)  
[iselpdr@gmail.com](mailto:iselpdr@gmail.com)  
[heather@westbluffrealty.com](mailto:heather@westbluffrealty.com)

On Tue, Oct 4, 2016 at 2:13 PM, Cynthia Rogers  
<[westchester.cfm@gmail.com](mailto:westchester.cfm@gmail.com)> wrote:

Hey Heather,

Just checking in, are you still up for hosting a pumpkin painting booth space? I believe Shawn with his pumpkin patch would be the best source to purchase pumpkins --- in the past he's had those mini pumpkins available around .50/each - want me to confirm the price and availability? I can have that feedback for you by this coming Monday at the latest.

Between that, we are a go for the Halloween contest - doing a mini version this year but promise as we progress through the years we can supersize it. The budget is \$50 for the prizes and it was suggested to narrow the categories. How about just one prize for each category, best of for adults, kids, toddlers, and dogs, so 4 prizes altogether and perhaps the least expensive but still fun option - the medallions. So there will be 4 prizes given out: Best Costume for the Adults, Best Costume for the Kids, Best Costume for the Toddlers, and Best Costume for the Dogs. You mentioned that the medallions are around \$7/each

so that would put us at \$28 dollars plus tax and bizame this be covered.

Regarding other activities for the day, the face painter is geared up to thematic tattoos for the day along with thematic balloon art for the kids and throughout the market. Connecting now with the WAM/Community Garden folks, John Sharp is set to do up the band for the day (hopefully in costumes). We'll have a fun kids crafts themed booth and the community garden may be hosting a pumpkin carving booth as well. We also have a pop up book store booth doing up Halloween themed readings and I'll be bringing in gigantic pumpkin for the "guess the weight of the pumpkin" contest as well as little devil ears and fun bits for the vendors to wear for the day.

In terms of marketing for the October Fest, we placed an ad in Hometown News, have been handing out cards, will be gearing up our social media and newsletters too and that's a wrap, please let me know if it's a go and I'll see what Shawn can work out,

Here anytime btw and I'll also be on-site tomorrow from 9-11 if you wanted to swing by,

Best,

Cynthia

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Cynthia Rogers

Westchester Farmers' Market

Operations & Market Management

[www.westchesterfarmersmkt.com](http://www.westchesterfarmersmkt.com)

[\(310\) 936-9060](tel:(310)936-9060)

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